

Idea Management**Abstract**

- 5 A system, method and computer program product for idea management and development of a structured idea. The methodology includes obtaining a structured response over a computer network from an employee of a business. In certain embodiments of the invention the system and method may be employed without the use of a computer network. The structured response is developed through a series of templates in which the employee enters information into a template. From the responses in the first template a second template is selected. The second template may request information regarding the financial consequences of implementing the idea. Once the structured idea is developed through the series of templates a routing decision is made by the
- 10 server. The server determines one or more members of the business management to whom the idea is routed based in part on information entered by the employee in the templates.
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